



Application Number: 09/458,132  
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JUL 12 2001  
TC 3700 MAIL ROOM

Page 3, all paragraphs, delete in their entirety.

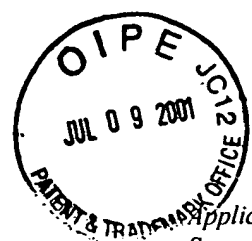
Page 4, paragraphs 1 & 2 (lines 1-11), delete in their entirety.

Page 7, third paragraph (lines 10-17), please rewrite as follows:

"FIG. 1 is an illustration of a ten to twenty point one-piece opaque paper board packaging 10 (7.5" x 11") from which the VERI MAG PACK (VMP or "the pack") 30 is constructed with a first side (exterior) 11 and a second side (interior) 12 (not shown), length 13, and width 14. When folded in half along folding points 15 and glued, the packaging 10 becomes the finalized VMP 30 (see FIG 2). Specifically, the right side of the packaging 10 becomes the front side 31 and the left side 12 becomes the back side 32 of the VMP 30 with a length 13 and width 33 (7.5" x 5.5").

Page 7, last paragraph through page 8, first paragraph, please rewrite as follows:

--FIG. 2 shows the front side 31 and FIG. 3 shows the back side 32 of the VMP 30. A diecut window is formed in the front side 31, and a transparent cellophane layer is glued across the window to form a transparent cellophane window 16 covering a data card 17. The data card 17 is of the type having a front side 18, back side 19, magnetic stripe 20, length 21, width 22 (see FIG. 4 and FIG. 5). In the illustrated embodiment, perforations are shown on three sides of the packaging 10, including top side perforation 23, right side perforation 24, and bottom perforation 25, all to facilitate quick access to the data card 17 and the printed information on the inside of the VMP 30. The quick release of the bottom 25 perforated area of the VMP 30 reveals the magnetic stripe 20 on the bottom half of the back of the data card 17 that a retail sales clerk can pass through a magnetic reader at the point of purchase and electronically verify and activate the encoded data and PIN 39 (see FIG. 4 and FIG.5) on the data card 17. The PIN 39 on the data card is not valid until verified and activated thus increasing and protecting the security of the encoded data until purchased. The PIN 39 is not seen by anyone between manufacture and purchase, until a purchaser opens the packaging. When all the perforated areas defined by top side perforation 23, right side perforation 24, and



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bottom side perforation 25 of the VMP 30 are removed, the pack opens like a book (see FIG. 6) releasing the data card 17 and displaying an area of 7.5" x 11" available for printed text such as telephone rate information, instructions for use, or advertisements applicable to the data card 17.--

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Page 9, second full paragraph, lines 5-16, please rewrite as follows:

FIG. 2 shows the completed VMP 30 with a front side 31 and a back side 32, a length 13 and width 33, interior glue spots, top side 34, right side 35, and bottom 36 that seals the front side 31 and back side 32 of the VMP 30 by sandwiching the data card 17 and the diecut transparent cellophane window 16 to the opaque interior of the VMP protecting, yet permitting the exposure of the front side 18 of, the data card 17 that is sandwiched between the diecut transparent cellophane window on the front side 31 and back side 32 of the VMP 30. Perforations on the top side 23, right side 24, and bottom 25 permit quick opening of the VMP for easy access to the data card 17. The bottom 25 perforation is removed to gain access to the magnetic stripe 20 for passing through a magnetic reader for immediate verification and activation of the encoded data and PIN 39 (see FIG. 4 and FIG. 5). The front side 31 of the VMP 30 as shown in this figure is generally printed with a multi-color company logo, graphics, or advertising information.

Page 10, first full paragraph, lines 8-16, please rewrite as follows:

--FIG. 4 shows the front side 31 of the VMP 30, length 13, width 33, with the bottom 25 perforated area removed, diecut hanger hole 26, perforated top 23, right side 24, with one-half of the front side 18 of the data card 17 exposed. The magnetic stripe 20 is located on the back side 19 of the data card 17 (see FIG. 5). In this configuration, the data card 17 is ready to pass through the magnetic reader for verification and activation of the encoded data and PIN 39. In an alternate embodiment of the invention, the VMP 30 is manufactured in this configuration without the bottom 25 perforated portion exposing the magnetic stripe 20 to